



Thursday, 21 February 2008

CONFERENCE ROOM

5° Palazzo Uffici - Eni E&P division

Via Emilia 1

SAN DONATO MILANESE

11:00

2007-2008 SPE Distinguished Lectures Series

GAMECHANGER: ENABLING GLOBAL INNOVATION IN E&P

By L. P. Roodhart – Shell International

➤ ABSTRACT

GameChanger has been successfully enabling innovators and entrepreneurs in the Shell E&P technology centers to rapidly develop revolutionary ideas that are not a part of traditional incremental technology development. Radical innovation leads to technological advantage and a strong competitive position, leveraging the gain from our own internal innovation talent. This presentation demonstrates how innovators throughout the Shell E&P business have transformed our subsurface technology capability since the start of GameChanger in 1996.

GameChanger has been successful. Over five hundred ideas have been submitted since inception and many of these have progressed to deliver value to the business. A high proportion (80 %) of these ideas have been aimed at enhancing our subsurface technology capability. Successful projects that have emerged include many elements of the Smart Wells technology, signal-to-noise improvement in sub-salt seismic data, and Light Touch as an exploration tool.

This presentation will highlight:

- Examples of breakthrough subsurface technologies that received seed funding through the GameChanger process.
- Mechanisms the GameChanger team utilizes to involve more staff as innovators (in the same way that the knowledge sharing networks currently successfully operate throughout the World).
- Examples of focused, breakthrough idea-generation workshops within operating units.
- How you can get beyond "SMART with Subsurface" technology through innovation

➤ BIOGRAPHY

Leo Roodhart is Manager Strategic Innovation in Shell GameChanger. GameChanger is Shell's Cross-Business Innovation Program, which executes and directs Shell's innovation strategy utilising the creativity of all Shell people. His background in Production Engineering where he published a large number of papers in the area of Well stimulation and Water management.

Leo Roodhart is an associate fellow of Templeton College, University of Oxford, holds an MSc in chemistry and a PhD in Mathematics and Physics from the University of Amsterdam. He works 24 years for Shell in various functions including research and development, exploration and production, business development and innovation in The Netherlands, Canada and the UK.